



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

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SENT VIA E-MAIL

Rich Kane
Mark Young
Jay Loftin
Peter Schmidt
Bill Roth
L. T. Poole

Subject: **Forsyth Pricing Questions/Issues**

As each of you are already aware, "wildcatters" have been very active presenting Private Labels to direct accounts in the Sales Area. As a result of this activity, we are receiving an increasing number of calls of KAM's, AM's, DM's, etc. requesting pricing assistance on Forsyth Private Labels. In most cases, the managers requesting assistance had not completed or presented the Forsyth Private Label Bundling Form. The use of this form will, in most cases, totally diffuse any pricing issues on a dead net basis between Forsyth and "wildcatter" brands. During their last training session in Winston-Salem, the RBM's were provided with training on Forsyth including the use of the Bundling Calculation Form. If your RBM hasn't already, we would strongly suggest, that they provide your managers with training on the use of this form.

Attached you will find a sample letter which outlines a procedure for handling pricing issues when they come up with our direct accounts. I would appreciate each of you making any changes you desire, and sending the letter to all individuals accountable for direct accounts in your Region.

By following this procedure we will be in a much better position to assist your Region with pricing issues which may come up on Forsyth.

Call if you have any questions.

Don

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